

## **The \_Fjeldborg Design article.**

### The designer / Company

After completing a design degree from Central Saint Martins, I returned to Copenhagen in 2011 to start my own little studio, designing, developing and manufacturing my own designs. Fresh Modern Danish Design.

I aim to create original, playful and visually interesting lamps.

\_pendel is the first design in a lamp series by Andreas Fjeldborg. The concept of the series is to utilize the functional elements as part of the visual design.

In my lights, the bulb holder and cable are not merely mandatory electrical components but key elements in the design itself.

The lamp is made from laser cut aluminium which is bent, powder coated and assembled with the use of a single bolt.

With a focus on utilization of material, limiting the manufacturing processes and incorporating the functional elements into the design, \_Fjeldborg creates playful original lighting at low environmental costs.

Neither glue nor welding is used in assembling the lamps and is done purely by hand.

### Process

I normally limited myself to one or two manufacturing processes, not just to keep cost down but also because I believe that you can design your way out of any problem. Designing, for me, always starts as a puzzle, and by putting myself in these constraints, not only does the puzzle become more interesting but also the final product.

I enjoy working with laser cutting technology, seeing the transformation of a 2mm sheet into a three dimensional structure.

Because of my current obsession with laser cutting, my main tool is cardboard. I start by having an idea, then it hops around in my brain until I think it's ready to be drawn to a piece of paper. After that, cardboard modelling, then 3d modelling in rhino.

Making the final dwg files for the lasercutter in graphite and then off to the printer.

## Pendel

\_Pendel is a festive and original lamp for the home. Via its two porcelain bulbholders, it creates a soft and monotonous light on the surface and eye catching arrow projections.

\_Pendel places emphasis not only on good lighting but being a conversation subject in itself.

With its original appearance and construction, the lamp is designed for people who want something a bit out of the ordinary hanging in their homes.

People who are interested in fresh design and original products.

A choice of five colour variations for the cloth cable is available.

## Væg

Designed using the same set of design ideas as with the \_pendel, the \_væg plays with the electrical components, which is essential in a light.

Using the integrated cable-system, it can be adjusted according to the position the light has in the room.

A choice of two colour variations for the cloth cable is available.

## Company Launch

Company launch Friday the 2. Of December.

Lots of people and drugs!! No just some alcohol. The official unwilling of the my lights and candleholders.

## Video

The making of the sketch model for the \_pendel light. Speeded up with some good music.

This video really shows my process of working, since you can see how everything is created out of a single sheet of material. The final construction method does differ from the one shown In the video. But the overall concept is the same.

## Links

Youtube\_pendel in the making : <http://youtu.be/UQSGDK57kj8>

Facebook: [www.facebook.com/Fjeldborgdesign](http://www.facebook.com/Fjeldborgdesign)

Website: [www.fjeldborg.dk](http://www.fjeldborg.dk)